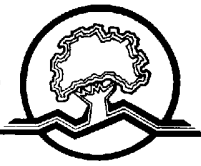


SMMC
Agenda Item 11(b)
July 9, 2007



MOUNTAINS RECREATION & CONSERVATION AUTHORITY

Los Angeles River Center and Gardens

570 West Avenue Twenty-six, Suite 100

Los Angeles, California 90065

Phone (323) 221-9944 Fax (323) 221-9934

July 9, 2007

Ms. Elizabeth Cheadle
Chairperson
Santa Monica Mountains Conservancy
5750 Ramirez Canyon Road,
Malibu, California 90265

Grant Application – Proposition 84 Interpretative amenities and services - Los Angeles River Watershed

Dear Ms. Cheadle:

I am pleased to present the enclosed application for Proposition 84 funds for visitor serving amenities that educate and communicate the significance and value of natural, historical, and cultural resources of the Los Angeles River Watershed and increases the understanding and enjoyment of these resources. These amenities include interpretive signage and materials, naturalist led programs, special seminars and events in parkland owned or managed by the Santa Monica Mountains Conservancy.

The Mountains Recreation and Conservation Authority (MRCA) has a long history of providing relevant and meaningful interpretation and education programs that not only enhance the visitor experience but promote stewardship and protection of the resources. In addition to the programs and materials developed for the general public, specific focus will be on amenities and programs that serve disadvantaged communities. This includes programs at Vista Hermosa Park and along the Los Angeles River, as well as ensuring that disadvantaged youth have access to the mountains through transportation, education and interpretive programs, and overnight camping in the Santa Monica Mountains. In addition to MRCA programs, the grant includes contracts with community-based organizations such as the Anahuak Youth Association, Outward Bound Adventures and the Wildwoods Foundation, to assist and enhance the MRCA's abilities to reach out and organize programs for such disadvantaged communities.

Please refer to the enclosed application for more information. If you have questions regarding this application please contact Amy Lethbridge at 310-858-7272 extension 105.

Sincerely,

A handwritten signature in black ink, appearing to read 'Michael Berger'.

Michael Berger
Chair

SANTA MONICA MOUNTAINS CONSERVANCY GRANT APPLICATION			
Project Name: Interpretive amenities and services –Los Angeles River Watershed		Amount of Request: \$ 380,000	
Applicant Name: Mountains Recreation and Conservation Authority		Total Project Cost: \$ 380,000	
		Amount of Match: \$	
		Source of Match:	
Applicant Address: 570 West Avenue 26, Suite 100 Los Angeles, CA 90065		Project Address:	
		County	Senate District
			Assembly District
Phone: 323-221-9944			
Fax: 323-221-9934		Email: Amy.Lethbridge@mrca.ca.gov	
Grantee's Authorized Representative:			
Amy Lethbridge, Deputy Executive Officer		310-858-7272 x105	
<i>Name and Title</i>		<i>Phone</i>	
Person with day-to-day responsibility for project:			
Amy Lethbridge, Deputy Executive Officer		310-858-7272 x 105	
<i>Name and Title</i>		<i>Phone</i>	
Brief Scope of Work (60 words maximum): Visitor serving amenities that educate and communicate the significance and value of natural, historical, and cultural resources of the Los Angeles River Watershed and increase the understanding and enjoyment of these resources. These amenities include interpretive signage and materials, naturalist led programs, special seminars and events in parkland owned or managed by the Santa Monica Mountains Conservancy.			
Funding Source Applied for: Proposition 84, Los Angeles River Watershed			
Narrative/Project Description:			
For the purposes of this grant, interpretation includes any visitor serving amenities that educate and communicate the significance and value of natural, historical, and cultural resources of the Los Angeles River Watershed, and increases the understanding and enjoyment of these resources. These amenities include interpretive signage and materials, naturalist led programs, special seminars and events in parkland owned or managed by the Santa Monica Mountains Conservancy			
All programs will target regional audiences from our city's most impacted and disadvantaged urban areas. The specific scope of services that will be provided, include:			
<p>Guided interpretive programs, including program development and implementation, directly relating to the watershed's rich natural, cultural and historic resources. Programming will focus on interpretation of the site's endangered species, ecology, importance of the watershed, conservation, biodiversity, Mediterranean ecosystems, wildlife corridors, and fire ecology;</p> <p>Partial funding of an interpretive newsletter, "Symbiosis" which is printed quarterly and distributed to over 2,000 addresses and is available at all park locations;</p> <p>Monthly campfire programs at 2 locations, featuring presentations that increase the understanding and</p>			

enjoyment of the outdoors, and watershed resources;

Interpretive materials, including site specific materials, program schedules, safety information and self guided interpretative materials that are designed and implemented to increase visitors enjoyment and understanding of the watershed;

Bi-monthly camping programs for disadvantaged youth ensuring that they enjoy access to parklands;

Weekly River Ranger program for youth 8-12 designed to increase the understanding and enjoyment of the Los Angeles River;

Monthly Transit to Trails Program providing staffing and programs for families from disadvantaged communities to parklands of the watershed. Transportation funds for this program are provided by a separate funding source;

Twice weekly interpretive programs for youth from the community surrounding Vista Hermosa Park at this new park site;

Development and implementation of the Vista Hermosa Park Leadership Program, which will include recruitment, training and employment of young adults from the community surrounding Vista Hermosa for the purposes of increasing their enjoyment and understanding of the park's resources as well as communicating that understanding to other community members.

Tasks / Milestones:		Annual Budget:	Completion Date
1	1 Interpretive Newsletter	\$1,000	Quarterly
2	16 Public Guided Interpretive Programs	\$58,000	Quarterly
3	6 Campfire Programs	\$4,500	Quarterly
4	8 Interpretive Materials (flyers/schedules/brochures)	\$15,000	Quarterly
5	12 Youth Camping Programs	\$90,000	Quarterly
6	12 River Rangers	\$35,000	Quarterly
7	3 Transit to Trails	\$26,500	Quarterly
8	24 Vista Hermosa Interpretive Programs	\$25,000	Quarterly
9	24 Vista Hermosa Park Leadership Program	\$125,000	Quarterly

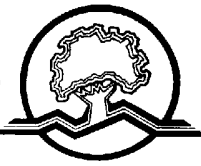
Acquisition Projects: **APN(s):**
Acreage:

I certify that the information contained in this Grant Application form, including required attachments, is accurate.

Signature of Authorized Representative

Date

Interim Form SMM-001



MOUNTAINS RECREATION & CONSERVATION AUTHORITY

Los Angeles River Center and Gardens
570 West Avenue Twenty-six, Suite 100
Los Angeles, California 90065
Phone (323) 221-9944 Fax (323) 221-9934

July 9, 2007

Ms. Elizabeth Cheadle
Chairperson
Santa Monica Mountains Conservancy
5750 Ramirez Canyon Road,
Malibu, California 90265

Grant Application – Proposition 84 Interpretative amenities and services - Santa Monica Bay Watershed

Dear Ms. Cheadle:

I am pleased to present the enclosed application for Proposition 84 funds for visitor serving amenities that educate and communicate the significance and value of natural, historical, and cultural resources of the Santa Monica Bay Watershed and increases the understanding and enjoyment of these resources. These amenities include interpretive signage and materials, naturalist led programs, special seminars and events in parkland owned or managed by the Santa Monica Mountains Conservancy.

The Mountains Recreation and Conservation Authority (MRCA) has a long history of providing relevant and meaningful interpretation and education programs that not only enhance the visitor experience but promote stewardship and protection of the resources. In addition to the programs and materials developed for the general public, specific focus will be on amenities and programs that serve urban communities, ensuring that disadvantaged youth have access to the mountains through transportation, education and interpretive programs, and overnight camping in the Santa Monica Mountains. In addition, the grant includes two significant new programs – a volunteer program at Temescal Gateway Park to serve that regional facility, and the development and implementation of programs at King Gillette Ranch, open to the public just this month. The grant also includes contracts to community-based organizations such as Outward Bound Adventures and the Wildwoods Foundation, to assist and enhance the MRCA's abilities to reach out and organize programs for such disadvantaged communities.

Please refer to the enclosed application for more information. If you have questions regarding this application please contact Amy Lethbridge at 310-858-7272 extension 105.

Sincerely,

A handwritten signature in black ink, appearing to read 'Michael Berger'.

Michael Berger
Chair

SANTA MONICA MOUNTAINS CONSERVANCY GRANT APPLICATION			
Project Name: Interpretive amenities and services –Santa Monica Bay Watershed		Amount of Request: \$ 495,000	
Applicant Name: Mountains Recreation and Conservation Authority		Total Project Cost: \$ 495,000	
		Amount of Match: \$	
		Source of Match:	
Applicant Address: 570 West Avenue 26, Suite 100 Los Angeles, CA 90065		Project Address:	
		County	Senate District
		Los Angeles	Multiple
Phone: 323-221-9944		Assembly District	
Fax: 323-221-9934		Multiple	
Email: Amy.Lethbridge@mrca.ca.gov			
Grantee's Authorized Representative:			
Amy Lethbridge, Deputy Executive Officer		310-858-7272 x105	
<hr/>		<hr/>	
<i>Name and Title</i>		<i>Phone</i>	
Person with day-to-day responsibility for project:			
Amy Lethbridge, Deputy Executive Officer		310-858-7272 x105	
<hr/>		<hr/>	
<i>Name and Title</i>		<i>Phone</i>	
Funding Source Applied for: Proposition 84 – Santa Monica Bay Watershed			
<p>Narrative/Project Description: For the purposes of this grant, interpretation includes amenities serving visitors that educate and communicate the significance and value of natural, historical, and cultural resources of the Santa Monica Bay Watershed and increases the understanding and enjoyment of these resources. These amenities include interpretive signage and materials, naturalist led programs, special seminars and events in parkland owned or managed by the Santa Monica Mountains Conservancy</p> <p>All programs will target regional audiences from our city's most impacted and disadvantaged urban areas. The specific scope of services that will be provided, includes:</p> <p>Guided interpretive programs, including program development and implementation directly relating to the watershed's rich natural, cultural, and historic resources. Programming will focus on interpretation of the site's endangered species, ecology, importance of the watershed, conservation, biodiversity, Mediterranean ecosystems, wildlife corridors, and fire ecology.</p> <p>Partial funding of an interpretive newsletter, "Symbiosis" which is printed quarterly and distributed to over 2,000 addresses and is available at all park locations;</p> <p>Monthly campfire programs at 3 locations during the fall, spring and winter months and weekly during the summer. These programs presentations that increase the understanding and enjoyment of the outdoors, and watershed resources;</p> <p>Interpretive materials, including site specific materials, program schedules, safety information and self guided interpretive materials that are designed and implemented to increase visitors' enjoyment and understanding of the watershed;</p> <p>Bi-monthly camping programs for disadvantaged youth ensuring that they enjoy the access to parklands;</p>			

Weekly Wetlands Ranger program for youth 8-12 designed to increase the understanding and enjoyment of the Santa Monica Bay Watershed and specifically the Ballona Wetlands;

Development and implementation of a volunteer program at Temescal Gateway Park modeled after that of the William O. Douglas Outdoor classroom, in order to increase the number of visitor serving amenities available to the public at this extremely popular regional facility.

Development and implementation of a Santa Monica Mountains Watershed Institute and related programming at King Gillette Ranch including visiting scholars, residential environmental education programs, and public interpretive programs.

Tasks / Milestones:		Budget:	Completion Date
1	1 Interpretive Newsletter	\$1,000	Quarterly
2	36 Public Guided Interpretive Programs	\$136,500	Quarterly
3	20 Campfire Programs	\$15,000	Quarterly
4	16 Interpretive Materials (flyers/schedules/brochures)	\$17,500	Quarterly
5	6 Youth Camping Programs	\$45,000	Quarterly
6	12 Wetlands Rangers	\$35,000	Quarterly
7	Development and Implementation of a Volunteer Program at Temescal Gateway Park	\$120,000	
7	Development and Implementation of Watershed Institute Programs at King Gillette Ranch	\$125,000	

Acquisition Projects:

Acreage:

I certify that the information contained in this Grant Application form, including required attachments, is accurate.

Signature of Authorized Representative *Date*

Interim Form SMM-001

STATE OF CALIFORNIA ♦ THE RESOURCES AGENCY